

ORDER



Orders
Order / Rev: 169632
Alt Order #: 06385526
Product Desc: SENATE MAJORITY PAC
Estimate: 2156
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact: Mike Furman
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Senate Majority PAC
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	42	\$93,050.00	\$79,092.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	42	\$93,050.00	\$79,092.50	0.00
Totals	42	\$93,050.00	\$79,092.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	21%	\$93,050.00
Market	100%	\$443,095.24

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$168,376.19
WITI	24%	\$106,342.86
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$75,326.19
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/30/12	11/02/12	Price Is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				Price Is Right 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2				\$1,000.00		0.00			
E 2	WDJT	10/30/12	11/02/12	Letterman 1035p-1135p	CM	1035p-1135p	-TWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		3				\$600.00		0.00			

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 Estimate: 2156
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/30/12	11/02/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -TWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2		\$1,000.00			0.00			
E 4	WDJT	10/30/12	11/02/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p -TWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2		\$400.00			0.00			
E 5	WDJT	10/30/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		1		\$600.00			0.00			
E 6	WDJT	10/30/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$2,500.00			0.00			
E 7	WDJT	10/30/12	11/02/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a -TWTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2		\$300.00			0.00			
E 8	WDJT	10/30/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$2,500.00			0.00			
E 9	WDJT	10/30/12	11/02/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a -TWTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2		\$300.00			0.00			
E 10	WDJT	11/05/12	11/05/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1		\$10,000.00			0.00			
E 11	WDJT	11/04/12	11/04/12	Sun 1030a-11a Green and Gold Game Day Live	SPRT	1030a-11a -----1	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$800.00			0.00			
E 12	WDJT	11/04/12	11/04/12	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Re-----1	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$8,000.00			0.00			
E 13	WDJT	11/04/12	11/04/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$10,000.00			0.00			
E 14	WDJT	11/04/12	11/04/12	Eye to Eye Eye to Eye 7a	CM	7a-730a -----1	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$300.00			0.00			
E 15	WDJT	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a -----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$2,000.00			0.00			
E 16	WDJT	11/01/12	11/01/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1		\$10,000.00			0.00			
E 17	WDJT	10/30/12	11/04/12	M-F Late News M-F Late News	CM	10p-1035p -TWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WDJT	10/30/12	11/04/12	M-F Late News M-F Late News	CM	10p-1035p	-TWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 4 \$2,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 WDJT 10/29/12-11/04/12 M-F Late News 10p-1035p -TWThF---- :30 (\$2,000.00) 0.00 NM See MG 17.5, 17.6 4 WDJT 10/29/12-11/04/12 M-F Late News 10p-1035p -TWThF---- :30 (\$2,000.00) 0.00 NM See MG 17.5, 17.6 5 WDJT 10/29/12-11/04/12 Sat Late News 10p-1035p -----Sa-- :30 \$2,000.00 0.00 NM Ⓜ MG for 17.3, 17.4 6 WDJT 10/29/12-11/04/12 Sun Late News 10p-1035p -----Su :30 \$2,000.00 0.00 NM Ⓜ MG for 17.3, 17.4															
E 18	WDJT	10/30/12	11/04/12	M-F 5pm News M-F 5pm News	CM	5p-530p	-TWTF--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 2 \$750.00 0.00															
E 19	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -1----- 1 \$10,000.00 0.00															
E 20	WDJT	11/05/12	11/06/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MT-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 1 \$1,000.00 0.00															
E 21	WDJT	11/05/12	11/06/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MT-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 1 \$1,000.00 0.00															
E 22	WDJT	11/05/12	11/06/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	MT-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 1 \$400.00 0.00															
E 23	WDJT	11/05/12	11/06/12	CBS Mning Nws M-F 7-8M CBS This Morning M-F 7a-9a	CM	7a-9a	MT-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 1 \$300.00 0.00															
E 24	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 1----- 1 \$750.00 0.00															
E 25	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 1----- 1 \$600.00 0.00															
													Totals	42	\$93,050.00